

**SYSTEM AND METHOD FOR PROVIDING
DISCRIMINATED CONTENT TO NETWORK USERS**

CLAIMS

We Claim:

- 5 1. A method of providing discriminated partner system resources to a user of a host system during a single login session comprising:
- receiving a request to access partner system resources through said host system;
- receiving host system data;
- identifying said host system;
- 10 receiving user data;
- identifying said user based at least in part on said user data; and
- identifying discriminated partner system resources associated with said host system and with said user.
- 15 2. The method of claim 1 wherein receiving host system data comprises receiving host system data from said host system.
3. The method of claim 1 wherein identifying said host system comprises identifying said host system based at least in part on said host system data.
4. The method of claim 1 wherein receiving user data comprises receiving user data from said host system.
- 20 5. The method of claim 1 further comprising authenticating said request to access partner system resources.
6. The method of claim 1 further comprising transmitting said discriminated partner system resources to at least one of said host system and said user.

7. The method of claim 1 wherein said partner system resources and host resources are accessible through a web browser.
8. The method of claim 1 wherein said user data comprises a user name and a user password.
9. The method of claim 1 wherein said user data comprises authentication data provided by a single sign on authentication system.
10. The method of claim 1 wherein said step of identifying discriminated partner system resources associated with said host system and with said user further comprises:
 - identifying said user's credit card account number; and
 - selecting a discriminated web page identified with said host system from a plurality of discriminated web pages.
11. The method of claim 1 wherein said step of identifying discriminated partner system resources associated with said host system and with said user further comprises:
 - identifying said user's credit card account number; and
 - creating discriminated partner system resources identified with said host system.
12. The method of claim 11, wherein said step of creating discriminated partner system resources comprises the steps of:
 - identifying graphical information used by said host system;
 - replicating said graphical information;
 - classifying said host system;
 - identifying non-conflicting additional partner system resources that are do not conflict with said host system's classification; and

incorporating said replicated graphical information and said non-conflicting additional partner system resources into a standard partner system resource to create a discriminated partner system resource.

13. A method of providing discriminated partner system resources to a user of a host system during a single login session comprising the steps of:

receiving user data;

presenting an option to access a partner system to said user;

receiving a request to access said partner system from said user;

receiving partner system resources from said partner system;

determining whether said partner system resources are discriminated; and

modifying said partner system resources to be discriminated partner system resources

if it is determined that said partner system resources are not discriminated.

14. The method of claim 13 wherein receiving user data comprises receiving user data from said user.

15. The method of claim 13 further comprising authenticating said user to use said host system based at least in part on said user data.

16. The method of claim 13 further comprising sending identification data to said partner system to uniquely identify said host system.

17. The method of claim 13 further comprising sending at least part of said user data to said partner system.

18. The method of claim 13 further comprising transmitting said discriminated partner system resources to said user.

19. The method of claim 13 wherein said partner system resources and host resources are accessible through a web browser.

20. The method of claim 13 wherein said user data comprises a user name and a user password.

5 21. The method of claim 13 wherein said user data comprises authentication data provided by a single sign on authentication system.

22. The method of claim 13 wherein said user data is stored on a portable storage device.

23. The method of claim 13 wherein said step of presenting an option to access said partner system to said user comprises displaying an Internet hyperlink to said user.

10 24. The method of claim 13 wherein said step of modifying said partner system resources to be discriminated partner system resources further comprises incorporating said host system's discriminatory features into said partner system resources:

25. The method of claim 24 wherein said step of incorporating said host system's discriminatory features into said undiscriminated partner system resources comprises
15 selectively removing information from the undiscriminated partner system resources.

26. The method of claim 24 wherein said step of incorporating said host system's discriminatory features into said undiscriminated partner system resources comprises selectively adding information to the undiscriminated partner system resources.

20 27. The method of claim 24 wherein said step of incorporating said host system's discriminatory features into said undiscriminated partner system resources comprises selectively modifying the undiscriminated partner system resources.

28. A system for providing discriminated partner system resources to a user of a host's system resources during a single login session comprising a partner system for providing partner system resources through a computer network, wherein said partner system comprises:

a set of instructions for receiving a request to access partner system resources through

5 said host system;

a set of instructions for receiving host system data;

a set of instructions for identifying a host system;

a set of instructions for receiving user data;

a set of instructions for identifying said user based at least in part on said user data;

10 and

a set of instructions for identifying discriminated partner system resources associated with said host system and with said user.

29. The system of claim 28 wherein said set of instructions for receiving host system data comprises instructions for receiving host system data from said host system.

15 30. The system of claim 28 wherein said set of instructions for identifying a host system comprises instructions for identifying the host system based at least in part on said host system data.

31. The system of claim 28 wherein said set of instructions for receiving user data comprises instructions for receiving user data from said host system.

20 32. The system of claim 28 further comprising a set of instructions for authenticating said request to access partner system resources.

33. The system of claim 28 further comprising a set of instructions for transmitting said discriminated partner system resources to at least one of said host system and said user.

34. The system of claim 28 wherein said partner system said host system are accessible through a web browser.

35. The system of claim 28 wherein said user data comprises a user name and a user password.

5 36. The system of claim 28 wherein said user data comprises authentication data provided by a single sign on authentication system.

37. The system of claim 28 wherein said set of instructions for identifying discriminated partner system resources associated with said host system and with said user further comprises:

10 a set of instructions for identifying said user's credit card account number; and
a set of instructions for selecting a discriminated web page identified with said host system from a plurality of discriminated web pages.

38. The system of claim 28 wherein said set of instructions for identifying discriminated partner system resources associated with said host system and with said user further comprises:

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- a set of instructions for identifying said user's credit card account number; and
 - a set of instructions for creating discriminated partner system resources identified with said host system.

20 39. The system of claim 38, wherein said set of instructions for creating discriminated partner system resources comprises the steps of:

- a set of instructions for identifying graphical information used by said host system;
- a set of instructions for replicating said graphical information;
- a set of instructions for classifying said host system;

a set of instructions for identifying non-conflicting additional partner system resources that are do not conflict with said host system's classification; and
a set of instructions for incorporating said replicated graphical information and said non-conflicting additional partner system resources into a standard partner system resource to create a discriminated partner system resource.

40. A system for providing discriminated partner system resources to a user of a host's system resources during a single login session comprising a host system for retrieving and transmitting partner system resources through a computer network, wherein said host system comprises:

a set of instructions for receiving user data;
a set of instructions for presenting an option to access said partner system to said user;
a set of instructions for receiving a request to access said partner system from said user;
a set of instructions for receiving partner system resources from said partner system;
a set of instructions for determining whether said partner system resources are discriminated; and
a set of instructions for modifying said partner system resources to be discriminated partner system resources if it is determined that said partner system resources are not discriminated.

41. The system of claim 40 wherein said set of instructions for receiving user data comprises instructions for receiving user data from said user.

42. The system of claim 40 further comprising a set of instructions for authenticating said user to use said host system based at least in part on said user data;

43. The system of claim 40 further comprising a set of instructions for sending identification data to said partner system to uniquely identify said host system.

44. The system of claim 40 further comprising a set of instructions for sending at least part of said user data to said partner system.

5 45. The system of claim 40 further comprising a set of instructions for transmitting said discriminated partner system resources to said user.

46. The system of claim 40 wherein said partner system and host system are accessible through a web browser.

47. The system of claim 40 wherein said user data comprises a user name and a user
10 password.

48. The method of claim 40 wherein said user data comprises authentication data provided by a single sign on authentication system.

49. The system of claim 40 further comprising a portable storage device for storing user data.

50. The system of claim 40 wherein said set of instructions for presenting an option to access
15 said partner system to said user comprises instructions for displaying an Internet hyperlink to said user.

51. The system of claim 40 wherein said set of instructions for modifying said partner system resources to be discriminated partner system resources further comprises instructions for incorporating said host system's discriminatory features into said partner system
20 resources:

52. The system of claim 40 wherein said set of instructions for incorporating said host system's discriminatory features into said undiscriminated partner system resources

comprises instructions for selectively removing information from the undiscriminated partner system resources.

53. The system of claim 40 wherein said set of instructions for incorporating said host system's discriminatory features into said undiscriminated partner system resources
5 comprises instructions for selectively adding information to the undiscriminated partner system resources.

54. The system of claim 40 wherein said set of instructions for incorporating said host system's discriminatory features into said undiscriminated partner system resources
10 comprises instructions for selectively modifying the undiscriminated partner system resources.